



Press Release

Oberreute, March 2019

Quo vadis Nutrition?

E.V.A. GmbH Main Sponsor of the New Food Conference

Plant-based food key to responsible enjoyment of taste – plant-based nutrition may only be successful with tasty products – setting the course today for tomorrow

E. V. A. GmbH, Oberreute, is one of the main sponsors of the New Food Conference, which will be organized by the nutrition organization ProVeg in Berlin on 21 and 22 March 2019. The Allgäu-based start-up company underlines the importance of advancing plant nutrition in order to conserve resources and ensure food security for future generations. To achieve this, solutions for tomorrow must already be found today, without the enjoyment aspect receding into the background. With the development of Simply V, E. V. A. GmbH has proven that this is possible. Streichgenuss, Genießerscheiben, Reibegenuss and a brand new Pastagenuss are cheese alternatives at eye level having the same intended use and the same occasion for consumption – at the same time just as delicious and purely herbal.

"The New Food Conference is an excellent forum to discuss the nutrition of the future - and this diet is certainly much more herbal. However, the plant-based nutritional style will only succeed if nobody misses anything," comments Caroline Zimmer, Managing Director of E.V.A. GmbH, the commitment of her company.

"And with Simply V, nobody needs to forego the usual enjoyment. Simply V tastes cold and warm, on bread as well as on pizza, in soups or casseroles. You can even bake it with it. That's enjoyment with a clear conscience at its best."





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Plant-based nutrition: for many already common practice

Market research data from E. V. A. GmbH show just how much nutritional behaviour has already changed in recent years. According to this data, half of the Germans between the ages of 14 and 69 (51%) now eat a deliberately different diet than a few years ago. Plant-based nutrition has certainly made a decisive contribution to this. For example, the number of people who temporarily opt for a vegan diet or at least occasionally eat a vegan meal consciously, has doubled since 2014: around one third of Germans between the ages of 14 and 69 (32%) are now vegan-affine.

Plant-based milk alternatives in particular are gaining acceptance and are finding their way into everyday life. But in other areas too, plant-based alternatives are becoming increasingly popular because the products simply taste good and are a welcome addition to the menu. With its products, E. V. A. GmbH also contributes to making plant-based nutrition even more attractive than it already is. To achieve this, the range of vegetable products that taste delicious and are easy to handle must continue to increase. Simply V understands that.

